

Digital Marketing Manager (ANZ)

[Apply Now](#)

Company: Vincere

Location: Vietnam

Category: other-general

Job Description

Based: Ho Chi Minh City, Vietnam

Why choose to further your marketing career at Access?

Work alongside top marketers in a community that is curious, collaborative and driven, and enjoy being part of a business environment that offers unlimited career opportunities and meaningful reward.

Ambitious marketing professionals thrive in our award-winning B2B global team where individual ownership is in abundance. Access is a truly marketing-led organisation; what makes us so special and successful is the way that our sales and marketing colleagues work together to achieve results. We hire the best and are open to learn from each other, so we all grow every day while looking for innovative, creative ways to communicate with our audience.

We are looking for someone to join our global marketing team within our fast-paced Recruitment division in a role focused on delivering digital marketing initiatives to prospects based in Australia and New Zealand (ANZ). You will have an eye for driving leads through content, paid media, digital PR campaigns, SEO programmes, and will be accountable for delivering hard metrics and demonstrating the ROI of your marketing plans.

About you:

We're looking for an experienced digital marketer with a passion for marketing and sales.

This is an exciting time to join Access, and we're looking for someone who can get stuck in

quickly into running digital campaigns, managing our ANZ web presence (including building out missing content), optimizing for an ANZ audience, leading SEO initiatives, and managing digital media campaigns.

You'll be a data-driven problem solver and not afraid to challenge the status quo, and be someone who enjoys working at pace to achieve results. You'll have a skill for communicating to prospects with impact across multiple channels, and we would expect you to have proven experience of spearheading growth while testing and learning – your results should speak for themselves.

As this role is focused on marketing to Australia and New Zealand recruitment agencies, we are looking for someone with some exposure to this market – whether that's having lived, worked or studied in ANZ, or spent time travelling there.

Day-to-day, you will:

Take ownership and accountability for the successful delivery of the digital marketing (e.g. PPC, social, SEO) pipeline targets relating to REC products in ANZ.

Track, monitor and optimize digital pipeline ensuring it delivers the order intake required to support business growth.

Ideate and execute digital campaigns and incentives to drive in-quarter lead improvements. This will involve everything from ideation to creative development, to channel execution and reporting.

Create best-in-class user experiences on our website and obsess about onsite conversion to drive tangible improvements to form submissions.

Carry out analysis across the digital estate to drive performance improvements, identify test and learn ideas, and ultimately deliver increased lead flow.

Ensure our ANZ web presence is relevant to the audience, utilizing but not cannibalizing our UK site and broader Access Group products.

Drive SEO improvements across technical and content including and not limited to:

Rolling out technical best practice across the extended digital team and The Access Group e.g adoption of the best tools and functionality testing.

Making sure documentation is up to date and maintained.

Create, own and deliver requirements to enhance the digital platform across TAG website and properties.

SEO analysis and reporting to identify opportunities for improvement for technical and content / keyword / backlinks, implementing improvements to drive performance.

Page updates in the CMS.

Develop and run testing to improve onsite conversion (CRO) inc A/B testing.

Work with our global team – including copy-writing, design, and content and our central digital specialists

Skills required:

A proven growth marketer with experience in a B2B demand generation role.

Good understanding of the ANZ region (via working or living there), and experience marketing software a bonus.

A natural hunger for making an impact, and someone who isn't afraid to challenge the status quo to hit targets.

A creative flair, able to translate software functionality into compelling benefits that resonate with decision makers within the Australia and New Zealand region.

Digital native – with proven experience managing digital marketing funnels, from who to target, how to reach them, and with what message, and associated conversion rate optimization programmes.

Solid experience of digital tools like Marketo, SalesForce, Google Analytic, Search Console, Optimize or similar, SEMrush or similar, Heat-mapping e.g HotJar, Looker Studio or similar.

Able to roll sleeves up and deliver marketing initiatives, as well as confidently develop marketing plans that deliver growth.

Proven experience managing and influencing multiple stakeholders – external and internal.

Commercially minded, and able to make recommendations regarding where to invest

marketing spend and generate most ROI.

A self-starter with a can-do / take charge attitude. High energy, to fit in with a fast pace and dynamic environment.

Organized and goal orientated, with strength in juggling priorities and deadlines

Measuring success:

ANZ pipeline volumes vs target – both driving marketing source and working with sales teams to deliver sales source leads.

Measurable growth in awareness and consideration amongst ANZ prospects.

Measurable growth in website traffic from the ANZ region.

Channel-specific metrics such as click-through-rate, website user-to-lead conversion, and bounce rate.

Qualified lead conversion as a result of the digital initiatives.

Sales/revenue growth, with a clear connection between marketing initiatives and ROI.

Seniority Level

Mid-Senior level

[Apply Now](#)

Cross References and Citations:

1. [Digital Marketing Manager \(ANZ\) PandajobsJobs Vietnam Pandajobs](#) ↗
2. [Digital Marketing Manager \(ANZ\) Uzbekistanjobs Jobs Vietnam Uzbekistanjobs](#) ↗
3. [Digital Marketing Manager \(ANZ\) Findfreelancerjobs Jobs Vietnam Findfreelancerjobs](#) ↗
4. [Digital Marketing Manager \(ANZ\) Fresherjobs Jobs Vietnam Fresherjobs](#) ↗
5. [Digital Marketing Manager \(ANZ\) Tradingjobs Jobs Vietnam Tradingjobs](#) ↗

6. **Digital Marketing Manager (ANZ) Presidentjobs Jobs Vietnam Presidentjobs** ↗
7. **Digital Marketing Manager (ANZ) Seasonaljobs Jobs Vietnam Seasonaljobs** ↗
8. **Digital Marketing Manager (ANZ) Veteranjobs Jobs Vietnam Veteranjobs** ↗
9. **Digital Marketing Manager (ANZ) Accountantjobs Jobs Vietnam Accountantjobs** ↗
10. **Digital Marketing Manager (ANZ) Sciencejobsnearme Jobs Vietnam Sciencejobsnearme** ↗
11. **Digital Marketing Manager (ANZ) ThehiredjobsJobs Vietnam Thehiredjobs** ↗
12. **Digital Marketing Manager (ANZ) Internjobs Jobs Vietnam Internjobs** ↗
13. **Digital Marketing Manager (ANZ) Technologyjobs Jobs Vietnam Technologyjobs** ↗
14. **Digital Marketing Manager (ANZ) Perhourjobs Jobs Vietnam Perhourjobs** ↗
15. **Digital Marketing Manager (ANZ) Cardiologistjobs Jobs Vietnam Cardiologistjobs** ↗
16. **Digital Marketing Manager (ANZ) OnlinecommunitycareerhubJobs Vietnam Onlinecommunitycareerhub** ↗
17. **Digital Marketing Manager (ANZ) SerbiajobsJobs Vietnam Serbiajobs** ↗
18. **Digital Marketing Manager (ANZ) Netherlandsjobs Jobs Vietnam Netherlandsjobs** ↗
19. **Digital marketing manager (anz) Jobs Vietnam** ↗
20. **AMP Version of Digital marketing manager (anz)** ↗
21. **Digital marketing manager (anz) Vietnam Jobs** ↗
22. **Digital marketing manager (anz) Jobs Vietnam** ↗
23. **Digital marketing manager (anz) Job Search** ↗
24. **Digital marketing manager (anz) Search** ↗
25. **Digital marketing manager (anz) Find Jobs** ↗

Source: <https://vn.expertini.com/jobs/job/digital-marketing-manager-anz--vietnam-vincere-b5601c020a/>

Generated on: 2024-05-03 by Expertini.Com